



YOU WERE ASKING...

Who belongs to CAWEE?

Members includes successful women entrepreneurs, women professionals and women in corporate management positions. Many members own and manage their own businesses, while others hold middle management and senior positions in private industry and government.

How long do women remain members?

CAWEE has members who have been part of the association since 1979. Several current members joined in the mid '90's.

Why is CAWEE different from any other networking group?

CAWEE is a not-for-profit association. Most networking organizations these days are for-profit businesses that derive their revenue from holding events that attract large number of attendees.

CAWEE is run by a volunteer Board of Directors, elected each year by the membership. CAWEE offers a variety of events, selected to respond to the needs of the members. The association operates from annual membership fees, events are usually 'break even', and the only paid position is part-time administrative support.

Is there an advantage to being not-for-profit?

CAWEE thinks so! Association-style organizations survive because of the involvement of its members and the "ownership" that members take in the organization. CAWEE gives every member an opportunity to work side by side

with other women as a volunteer, and build lasting, networking relationships beyond just a single event.

Do CAWEE members actually get business from other members?

Yes, they do, but "getting business" isn't the only outcome. CAWEE members build up a network of referrals and resources. They get a chance to get involved, demonstrate their profession, and polish their networking skills.

What are "affiliate" members?

In 2003, CAWEE introduced the Association Affiliation program. The purpose of the program is to provide a way for as many businesswomen as possible from across the country to be linked through CAWEE.

How does CAWEE relate to WEC?

In 1995, a group of women business owners broke away from CAWEE to form the Women Entrepreneurs of Canada (WEC) in order to focus on women running companies with revenue in excess of \$1M a year. The two organizations co-exist in the women's market. Many of the WEC members have rejoined CAWEE or maintained their membership in CAWEE.

Does CAWEE get involved internationally?

In 1997, CAWEE members helped organize the first Women's Trade Mission to Washington DC. This successful mission resulted in a follow up conference in Toronto in May 1998, which saw over 400

continued on page 3

Just the Facts:

CAWEE was founded in 1976. It is the longest running businesswomen's organization in Canada,

CAWEE is affiliated other networking organizations, including a major international networking association, The International Alliance for Women (TIAW).

CAWEE corporate sponsors include Scotiabank, Scarlett Magazine, and the Economic Development Counsel of Canada.

CAWEE was founded in October 1976 by Susan Cooke. Ten years later, in 1985, in recognition of the growing number of members who were business owners, the name was changed to add Entrepreneurs.

At CAWEE our mission is to provide opportunities for all business women at every stage of their career, to empower other women in the development and advancement of their business and professional lives, fostering financial independence, professional development and personal satisfaction.

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CAWEE

CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS

a world within

acclaim

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MISSION STATEMENT

Canadian Association of
Women Executives &
Entrepreneurs (CAWEE)
provides an environment for
successful business women
to grow and develop both
professionally and personally
through business and
community involvement.

ACCLAIM AD RATES

**WEB LINK FROM CAWEE
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\$300.00 (plus GST)

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(price per insertion):**
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1/2 Page \$500.00 (plus GST)
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\$2000.00 (plus GST) gets you:
a one year web link,
or list recognition at breakfast
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"advertorial", sponsor logo
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Upcoming 2005 Deadlines
October 10

**Email info@cawee.net
to book space**

WWW.CAWEE.NET

PRESIDENT'S MESSAGE

by: Judy Smiley

Welcome to the first ever **MEMBERSHIP** Issue of Acclaim. Every quarter CAWEE publishes this dynamic and informative newsletter as a benefit of membership and each year we select four major themes such as Marketing, Finance, Technology and Human Resources. There has been a lot of talk this year about the Association and what members really get out of joining the Canadian Association of Women Executives & Entrepreneurs so we, the Board of Directors, decided to do some digging and put together this special issue. In fact, a very special thank you must go to our Director of Communications, Beth Parker, for not only spearheading this issue and pulling it all together, but for being the first official sponsor of Acclaim. It's a great opportunity to make our Association's publication work as a piece of your own marketing campaign.

As you will see from reading the enclosed articles and insights, membership in CAWEE offers many rewards and resources. Not only have people received more business out of their networking, they have gained valuable resources, received countless referrals and built lasting relationships. And if you are a woman in business you know that relationships are all that matter.

When I joined CAWEE almost six years ago, I was a very young and very new entrepreneur. I didn't have any 'other entrepreneur' friends or even know what 'networking' was. All I knew was that in order to grow my new business I needed to get out and meet new people. I had heard about CAWEE from a librarian at the Toronto Board of Trade and after doing a bit of research online I registered for the next upcoming event; a dinner reception hosting Heather Reisman, CEO Indigo Books. As I entered the hotel lobby I was astounded by the almost 200

women in attendance. I started to feel very out of place amongst what appeared to be 200 close friends having a party. But instead of turning to leave, a woman standing in line caught my eye and smiled. We started chatting and before long I was sitting at a table of 10 women while my new friend, introduced me around the room. Well that was it - I was hooked! Ever since then, that connection and helping attitude has been what CAWEE has represented for me.

Shortly after my introduction to CAWEE I applied for a Director at Large position on the Board. It was a great way to get to know the players and build deeper connections. It has truly been through my experience on the Board and being involved in all areas of the Association that my network has flourished, my businesses and career path have been very successful and my contact file is full of great friendships. I don't make it out to every event but that's not what it's all about. It's about joining, and connecting with the goal of helping and growing women in business.

As President of CAWEE, I hope you enjoy this special issue! If you are a long time member I hope you'll take a moment to reflect on what CAWEE has done for you and maybe get in touch with some of your old network relationships. If you are a new member, or considering membership, I hope you'll take the time to get to know some people, find a way to connect and get involved in sustaining our great association. Membership in CAWEE doesn't cost much, but it is life long and the value is *PRICELESS*. ✨

Cheers,

Judy Smiley

CAWEE INSIDER: HERE WE GROW AGAIN A WARM WELCOME TO THE FOLLOWING NEW MEMBERS:

SOPHIA TSUI, Mintz & Partners LLP, Toronto
HEATHER CHEW, Blueprint Public Relations, Ottawa
JANET LYNN BOMZA, Janet L. Bomza Associates-Immigration Lawyers, Toronto
SAMANTHA KANE, Kane-Mackay & Associates, Belleville
JOAN HAMILTON, C&H Virtual Office Solutions, Toronto

CAWEE BREAKFAST CLUB

September 8, 2005 • October 13, 2005 • November 10, 2005

Breakfasts are held the second Thursday of every month. Pre-registration is necessary. Those who pre-register and prepay by noon the Tuesday prior to the event are listed in a roster distributed to members, with full contact and business nature information. (Please provide a short business description upon registration).

You may make payment with cash or cheque only at the door, but will not be included in the roster.

**Albany Club,
91 King St. East (between Yonge and Church)**

CAWEE members: \$25 (plus GST)

Affiliates: \$35 (plus GST)

Non-members: \$45 (plus GST)

Subway: King Station and walk one block east on King

Parking: Parking lot on Church Street just north of King



LUNCH N'LEARN - BAG THE ELEPHANT

HOW WIN AND KEEP BIG CUSTOMERS

September 29, 2005

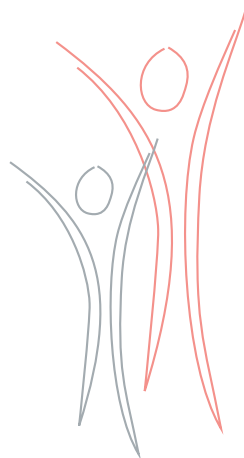
Based on his new book, **Bag the Elephant**, Steve Kaplan, an engaging speaker will show you how any company can get the big customer. Understanding them, their inner workings, and how you can use this knowledge to get some of your own. The workshop is an active, specific program designed to have you leaving with a short simple formula for your own business success.

11:30 - 12:00 Lunch and Network

12:00 - 1:30 Workshop

Royal Bank - 2 Bloor Street East

Members: \$60 Affiliates \$65 Non-members \$70 (Plus GST)



MEMBER SURVEY

Results taken from a recent random sampling of CAWEE members.

- Over 30% surveyed attended 3-9 events last year. Half attended up to 4 events.
- Half of all members surveyed felt that they had received some new business or a referral because of their association with CAWEE.
- Over 2/3 of members surveyed recommended CAWEE to their company, or to one of their vendors or suppliers.
- The majority of those surveyed thought that the cost of membership "paid for itself".

continued from front cover

women from Canada and US meeting and exchanging ideas and business opportunities. Other International Missions include Los Angeles in 1999, and Toronto, 1999.

In the fall of 2001, shortly after the World Trade Centre disaster, CAWEE again hosted a TIAW Annual Conference in Toronto. Many countries forbid their government people to travel and businesses were reluctant to have their business leaders. But CAWEE proceeded with a reduced attendance (about 100)

and set a strong example to women, particularly in the USA about the importance of staying strong in the face of serious political upheaval.

In 2004, CAWEE hosted a Trade delegation with women delegates from China.

How can I get involved?

Contact the Board of Directors, or any individual Board member and offer your assistance!

The following is an excerpt from one of the top women and diversity career sites on the Internet, Advancing Women.

ADVANCING WOMEN: MOVING FROM DETAIL TO DELEGATION

When a woman begins to achieve some degree of success, she sometimes has to work consciously on modifying many of her habits and attitudes. Perhaps the most important attitude that must change, as Deborah J. Swiss points out in "Women Breaking Through", is "the caretaker-of-the-details trap".

Most women who've risen to be successful business professionals, they have reached where they are because they are good at what they do. They often had to be extraordinarily painstaking in their attention to detail. When an employee or staff member neglected to do something, they often rushed in and did it themselves, thereby protecting their credibility and assuring their continued upward mobility. This, perhaps strongly ingrained, habit must come to an end and be replaced by an ability to delegate. Along with this new focus on "big picture" issues and the delegation of execution is the need for increased visibility and strategic alliances in order to move up to the next level.

Increasing Your Visibility

The first step for many women, after giving up some of the detail work, is to get out there and get known in your industry and your community. Start to take on speaking engagements, write articles, mentor others, join industry groups and yes, networking groups.

Make Yourself A Key Player in A Powerful Network

Tap into an existing network which already has power. Once you are introduced into the organization and work to meet key players, they can introduce you to others, sponsor you, mentor you, guide you and usher you in to meet the people who can write big cheques or make big loans.

Just as people promote in their own image, women like meet, talk, do business, exchange business insights and tips, sip a white wine, or enjoy a nice dinner with other women on their professional level. Once you've gotten to know someone socially, it's much easier to approach them professionally, a fact the "good old boys" network has long known and used to its advantage. There's no reason you shouldn't do the same; it's really a win-win proposition for everyone, increasing the ease, speed and effectiveness of business all the way around.

In time, you should not only get to know the key players but position yourself to become a key player as well. There's only one way to do this: volunteer and give your talents. You will be rewarded not only with respect and gratitude but also, in time, power. ✨

"I have been a member of CAWEE for two and a half years now. Through my membership I have met many amazing women, formed must valued business relationships and friendships.

"CAWEE members and contacts have provided me with referrals and I have myself provided many. The events are unique, fabulous and inspiring. The membership is diverse and the opportunities to meet people and expand one's business and community are varied. Referrals are based on relationships and CAWEE is where relationships are formed."

Nancy Shapiro, Koskie Minskie LLP

THANK A CAWEE MEMBER

Pat Vann, Beyond Boundaries: "Pat is an insightful and skilled coach. Her Beyond Boundaries workshops are awesome."

Co McKay, Lancaster Cosmetics at The Bay: "I took Co up on her offer of a free consultation. She is really good at what she does and I'm really impressed with the products - they feel great on my skin, and no irritation at all."

Linda Davies and Lucy Falco, Scotiabank: I have personally gone to Scotiabank to discuss small business loans. I've also experience the fantastic customer service the branch at 145 King Street offers. They are an example to all bankers!

Ann Sowden, Here's Looking at You. "As a birthday present to myself, I had Ann give me a closet "makeover". It was a great experience, fun, and really worth it."

Helen Kohl, Communications Consultant

Transforming corporate messages into clear communications

I have earned respect from corporate and marketing boardrooms to the offices of senior politicians, bureaucrats, newspaper and magazine editors for my versatile and effective writing skills. Over the past 20 years, I have produced hundreds of web-sites, reports, presentations, newsletters, brochures, advertorials and editorials, speeches, press releases, direct mail pieces, sensitive internal communications, and communications plans.

Contact Helen Kohl: 416-481-6041
email: kohlh@sympatico.ca

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Johnston Wassenaar LLP

Michelle Wassenaar is a partner at Johnston Wassenaar LLP, an all-women law firm located in an open-concept loft-style office in downtown Toronto. Michelle practices with two partners, Keri Johnston and Stephanie Chong, and two associate lawyers, Michelle Nelles and Andrea Long, as well as a talented staff of assistants and law clerks. The firm's members practise exclusively in the area of intellectual property law, and assist clients with obtaining and enforcing rights regarding patents, trademarks, copyright and industrial designs. Clients range from large multinational corporations such as Procter & Gamble and Monsanto, to smaller local entrepreneurs. Michelle and her colleagues can assist clients with obtaining IP rights, and also have experience representing clients in the Ontario and Federal Courts on IP litigation matters.

Michelle can be reached at (416) 867-1661, ext. 241
email: mwassenaar@jawiiplaw.com

Maritz Research Canada

Maritz Research Canada is one of Canada's leading consulting marketing research practices. We offer top level research expertise and the global capabilities to develop actionable solutions for our clients' business needs in Canada and abroad.

Our wide array of strategic and tactical business solutions are supported by an experienced staff of senior marketing research professionals with expertise across a range of business sectors that include financial services, media, retail, information technology, telecommunications, automotive, consumer packaged goods, and hospitality.

Our approach to research, combined with our sector expertise, results in a research practice that can provide a clear understanding of the gaps between a company's promises and its performance.

Contact: Branka Nikolovski, Research Associate:
416-922-1140 ext. 125
email: Branka.Nikolovski@Maritz.com ✨

NETWORKING TIPS

by: Joy Neuhold, JN Software

You start a business and need to build up a clientele. Here are a few tips to follow to figure out what events to go to and how to weed out what you don't want.

1. What kind of clients are you looking for? Some networking meetings attract a certain type of potential client.
2. Figure out why you want to go to a networking event? It isn't just about getting clients. Maybe you are looking for someone who can recommend a bookkeeper. Maybe someone can answer a question for you or offer a service you need.
3. Figure out your 30-second intro. I know this took me a while. Do not be the person who tells their life story, how they are working three different businesses. I have already stopped listening!

I usually tell a real life humorous anecdote related to the group. In fact at one meeting I told the room about something funny that had happened to me the meeting before.
4. I have also found that especially in women's networking groups you need to remember that

you are cultivating a relationship, not just making a contact. I have found this when I am looking for a service and when someone else has been interested in my service

5. Give someone more than they bargain for, for example, someone asks you a question, really try to help them out by offering something useful or an added service when your meeting people. For example, I do computer training so I offer free Microsoft office tips and trick handouts when I meet people. I also create websites so I offer information and answer people's questions about websites.

The constant influx of ever-changing technology is hard to keep up with. It can be overwhelming to keep modernized. But whether you are heading back into the workforce and need up-to-date training, or are a small business that needs software consulting or a website, JN Software is here to aid you throughout the process. We offer several useful services that can help you get farther - faster!

Joy Neuhold, JN Software
416-264-6247
www.jnsoftware.ca

"Shortly after joining in September 2003 I was asked to give a 15 minute educational presentation for a CAWEE breakfast meeting. My presentation on "Setting up an Ergonomic Work-station" was so well received that a couple of members became new patients and a visitor asked to give the same presentation at an upcoming Writer's Association meeting!

"Being a member of CAWEE has provided several opportunities to meet friendly and professional women from all different work environments. The support from fellow members was wonderful during the spring of 2004 when my wellness clinic underwent a major expansion. If you looking to make contacts with dynamic women I encourage to join CAWEE."

Dr. Cynthia Chan, King West Chiropractors

"I have been a CAWEE member for about a year, and have met many interesting, dynamic women from all walks of business through the organization.

"The monthly breakfast meetings, in particular, provide a great forum to share ideas and inspiration. As a partner in a five-lawyer firm that specializes in the area of intellectual property law, it is important for me to maximize the time spent in business development activities.

"I find that CAWEE not only provides a good forum for networking, but also that it has allowed me to meet some great women who I look forward to seeing on a regular basis."

Stephanie Chong, B.Sc., LL.B., LL.M., Johnston Wassenaar LLP

Congratulations, CAWEE!

CAWEE was recently featured this month in The Server Room newsletter, recognized as a 'group to join' for Canadian women interested in business and/or technology. You can access the article at the link below:

http://www.webnames.ca/content/newsletter/the_server_room/womens_resources_sites.asp

The Server Room currently has over 19,000 subscribers across Canada and has become the premier Internet and Technology newsletter for Canadians.

Helga Teitsson, ReMax Hallmark Realty Ltd., CAWEE Director and member, has been invited by Chatelaine Magazine to be part of an expert panel. Click on the following link to find out date and time.

<http://www.chatelaine.com/forums/index.jsp>

Great opportunity, Helga!

You go, girl

"You [as a member of a women's association] are not the only one interested in becoming involved with women's networks.

"Bankers, brokers, financial planners, politicians, travel companies and others, all want to be on friendly terms with powerful women's organizations. If you are affiliated with such an organization, these people will be more likely to take an interest in you, or, at least, give you a fair hearing. Your entry to see them will be, more or less, a given."

How to tell a Woman Leader

Women leaders are more assertive, persuasive, willing to take risks and have a stronger need to get things done than male leaders, according to a new study jointly conducted by Aurora, a London-based firm which provides gender diversity software, and Caliper, a Princeton-based management consulting firm, which has assessed the potential of more than two million applicants and employees for over 25,000 companies around the world.

Women leaders also were found to be more empathic, flexible and possessed stronger interpersonal skills than their male counterparts. "These qualities combine to create a leadership style that is inclusive, open, consensus building, collaborative and collegial," according to Herb Greenberg, Ph.D., president and chief executive officer of Caliper.

"We should emphasize that the male leaders in this study were also exceptional in these areas. But the women leaders set a new standard," adds Dr. Greenberg. Susan Rice, Chief Executive, Lloyds TSB, points out, "I believe it shows that for a woman to have made it to this level she has had to fight harder against the status quo, which requires her to be more focused and determined."

This study, conducted by Aurora and Caliper, included a valid and reliable personality assessment, the Caliper Profile, as well as a demographic analysis and in-depth interviews with 59 women leaders from some of the top companies in the United Kingdom and the United States.

CAWEE breakfast networking meetings have provided me with both business development information and client referrals. I look forward each month to meeting with this vibrant, creative and supportive group of women and I always leave with helpful ideas and contacts.

Lynda Laker
President, Canadian Decorative Art Gallery
www.canadiandecorativeart.com



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CHARITY OF CHOICE

WE WANT TO HEAR FROM YOU!

Do you have news to share about your business?

Do you want to provide a testimonial or referral to another CAWEE member?

Send us your news, your stories, your comments: info@kawee.net

ONCE UPON A NETWORKING TIME...

I attended my first CAWEE meeting on a cold, grey day in February, over 4 years ago. I had spent my entire career as a communications specialist in the not-for-profit sector, the past dozen as a senior executive. I knew everyone in my network that extended across North America and around the world.

I was starting all over in the corporate world and I knew no one. Someone had told me about CAWEE so I showed up. Fortunately I had talked to the membership director at that time, Noreen Pigden, of Images that Suit, and Noreen kindly encouraged me to attend.

My first meeting wasn't that great. I felt out of place (I felt "under dressed" and my boots were caked with salt). I didn't realize that I had to pay for breakfast and the whole business of talking to strangers about my work felt forced to me.

About a week later one of the members, Susan Laufer, called me and asked me for coffee. It was a chance to tell me her business as a Critical Illness insurance specialist, and find out about me. I was

so impressed. Suddenly I got it. This was an organization where they actually wanted me to talk about my work and my career.

The rest, as they say, is history. After my second meeting I joined. Before long I was volunteering to write articles for Acclaim. Today CAWEE is part of my corporate network, a network that has blossomed into a whole new world of contacts and people.

Have I got business through CAWEE? You bet. Have I referred CAWEE members to other businesses and associates? Yes, often. Do I rely on my CAWEE contacts for resources and information? All the time. Did I try other associations? Yes, and actually, CAWEE is the only one that I continue to support. Do I attend every event? No, but I attend when I can, making sure I always remember the importance of networking, marketing, and keeping my business in the "radar" of other businesses and business associates.

Beth Parker
Director of Communications



Words & Solutions

Beth Parker is a writer, living in Toronto. Her company, Words & Solutions, offers business writing and communication training to companies, large and small. Beth's skills include business plan writing, marketing/web site copy, and positioned company/product descriptions. Her clients include marketing communication studios, investment advisors, financial institutions and arts

organizations. She is also a communication consultant and trainer for the Business Development Bank of Canada.

Beth was originally trained as a journalist. She has a BA in English and an MA in Journalism. She has written many business articles and published a children's book in 1995.

bethparker@sympatico.ca

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